Identification, Evaluation and Selection Process
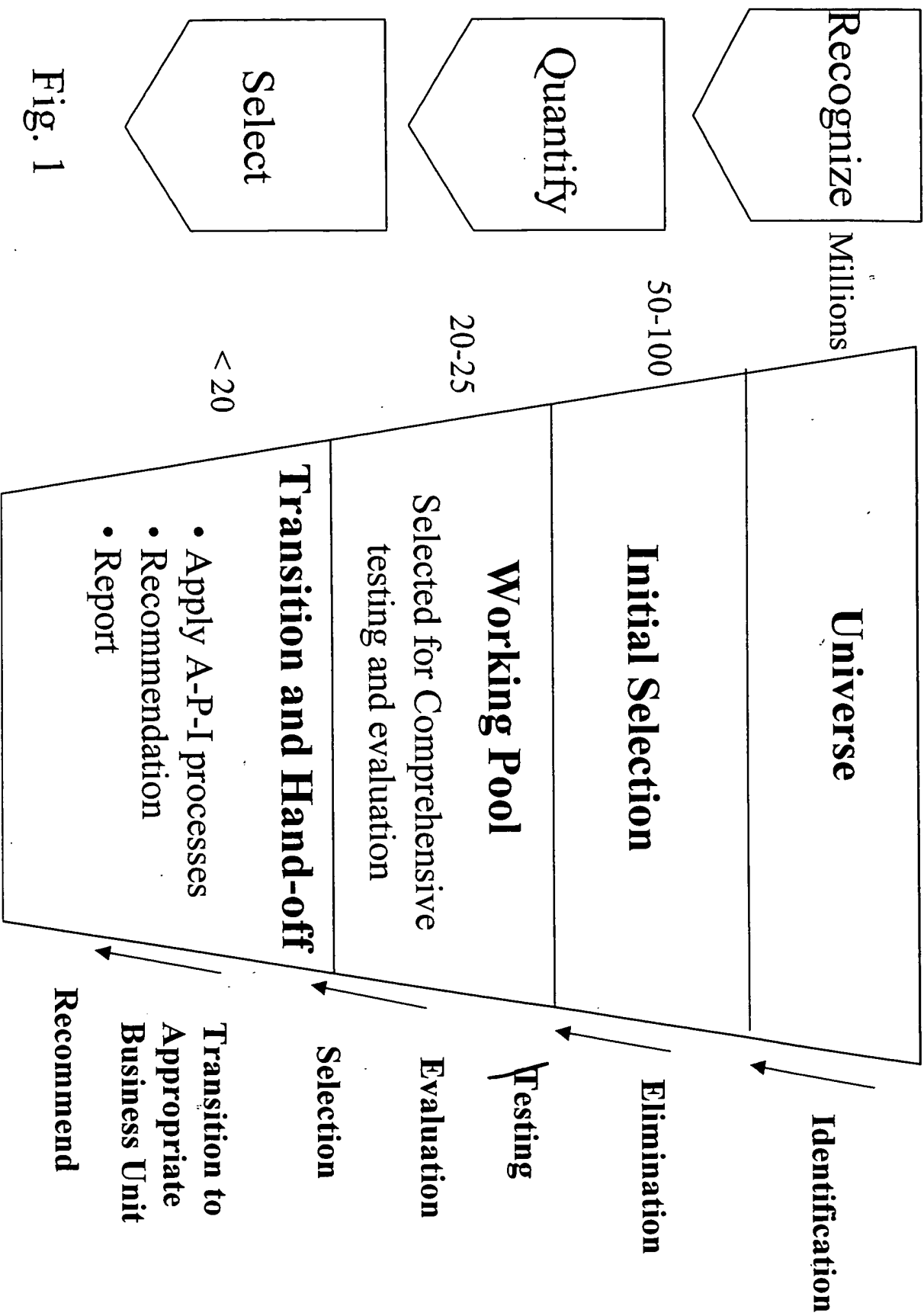
Recognize — Millions

Quantify — 50-100

Select — 20-25

< 20

Universe

Initial Selection

Working Pool
Selected for Comprehensive testing and evaluation

Transition and Hand-off
- Apply A-P-I processes
- Recommendation
- Report

Identification

Elimination

Testing

Evaluation

Selection

Transition to Appropriate Business Unit

Recommend

Fig. 1

Identification, Evaluation and Selection Process

	Research	Elimination tool	Testing ;Evaluation using Usability and Appropriability tools	

Millions	50-100	20-25	< 20

Is the concept new?

No

Yes

How promising is the technology?

Score<3.5

Score>3.5

- Find Usability/Appropriability
- How best can company get this technology?

MoreValuable

Low usability, Ignore

analysis to Business leaders

Identify	Eliminate	Test	Evaluate	Select	Transition

Fig. 2

Identification

Process Overview

Universe	
Initial Selection	
Working Pool	
Transition	

Universe ——————→ Universe Extraction Process ——————→ Initial Selection

Millions

Determine Industry Hype →
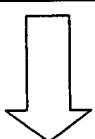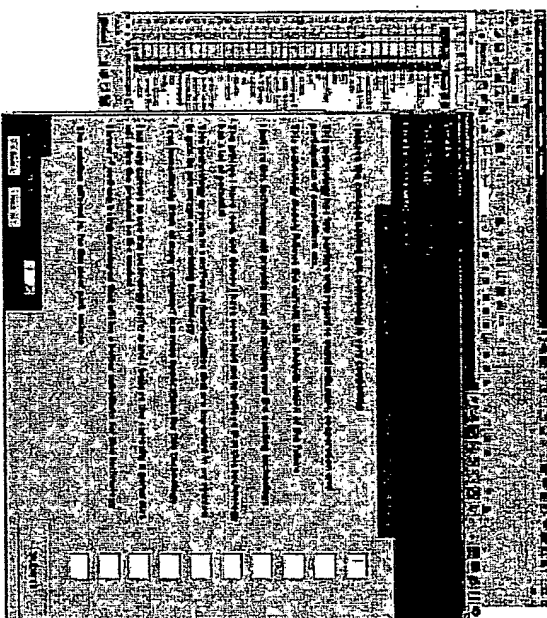Research: Collect information on elements of the Universe →
Select Technologies

50-100
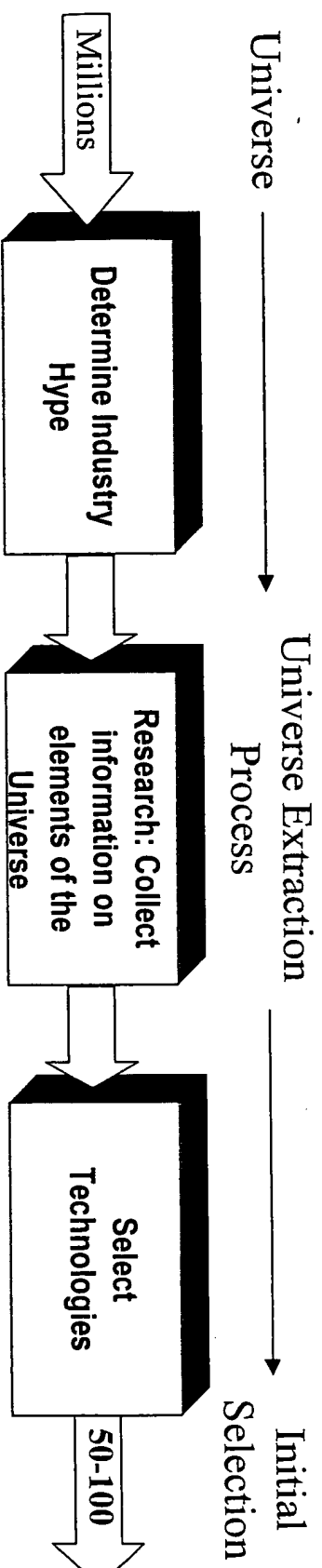
Fig. 3
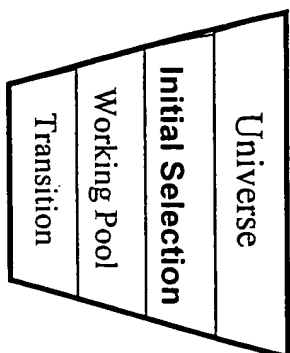
Fig. 4

Selection Elimination

Process Overview

Universe
Initial Selection
Working Pool
Transition

Initial
Selection

Initial
Selection

50 - 100
New
Concepts

Selection
Elimination Tool

20-25
Promising
Technologies
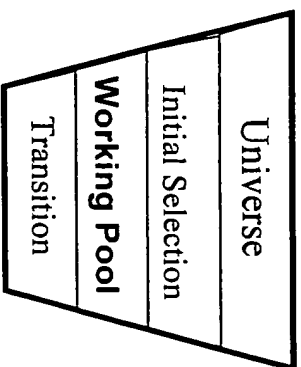
Working
Pool
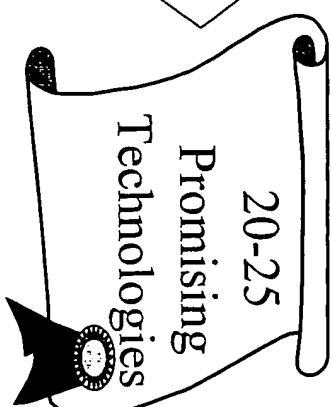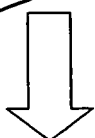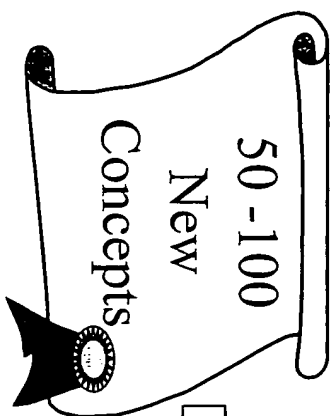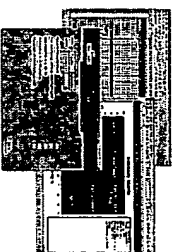
Result:

A list of technologies which are found to be the most promising of the Initial
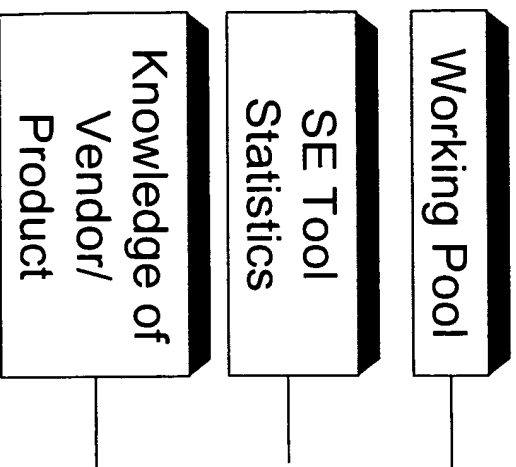Selection

Testing and Evaluation

Fig. 5
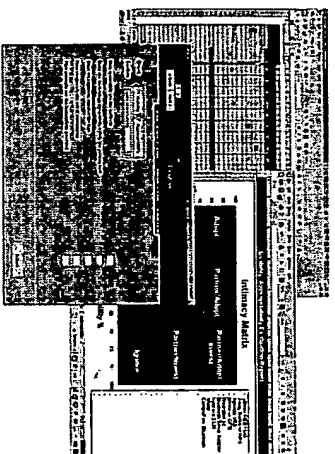
Universe

Initial Selection

Working Pool

Transition

Evaluate

The Usability Appropriability Evaluation Tool

Inputs

- Working Pool
- SE Tool Statistics
- Knowledge of Vendor/Product

→ UA Tool →

Outputs

- Intimacy Matrix Plotting
- Transition Recommendation
- UA Reports

Decision Matrix

Adopt Adopt	Adopt	Invest Partner Adopt
Partner	Partner	Invest Partner
Ignore	Ignore	Ignore

Usability 100% ← → 0

Appropriability 0 ← → 100%

Fig. 6